VEENA MURALIDHARAN

GIS Expert with 10+ years in IT/GIS. Proficient in geospatial and business analytics, end-to-end bid management, and technical content creation. Skilled in machine learning, content/business writing, and solution design. A curious, self-motivated professional with a passion for learning and adapting to industry advancements.

Email:muralidharanveena@gmail.com

LINKS

Bio: veenam.info

Github: veenam

Twitter: @veenamural

LinkedIn: VeenaMuralidharan

COURSEWORK

POST-GRADUATE

Geoinformatics | 2007-2009

GRADUATE

Geology | 2004-2007

TOP SKILLS

- Strong technical and domain knowledge
- Effective communication and understanding of client requirements
- •Proficient in delivering technical solutions
- •Skilled technical writer with experience in creating content for newsletters, white papers, scientific publications, magazines, and blogs
- •Expertise in end-to-end bid processes and responding to RFIs/RFPs/RFQs
- •Research-oriented with strong analytical skills and critical thinking ability
- •Proficient in Analytical BI tools such as Tableau, as well as data science tools including Python, R, & SQL

EXPERIENCE

SENIOR EXECUTIVE | GENESYS INTERNATIONAL CORPORATION LIMITED May 2017 – Present | Mumbai, IN

- Orchestrated end-to-end bid processes, boosting successful project acquisitions.
- Conducted market research, resulting in a notable improvement in client engagement through impactful collaterals and proposals.
- Facilitated GIS trainings, elevating team competency by an estimated 25%.
- Collaborated with Sales and Operation teams, delivering client-focused IT & GIS solutions.
- Spearheaded KPI analysis, optimizing team performance and realizing a measurable 10% efficiency improvement.
- ISO-trained for quality management, ensuring seamless integration of quality processes within department operations.
- Executed LiDAR processing for Power Transmission projects, enhancing efficiency in project delivery.

COORDINATOR-INFORMATION MANAGEMENT & COMMUNICATION | DEEPAK FOUNDATION

Aug 2014 – July 2016 | Vadodara, IN

- Executed data acquisition and image processing, enhancing basemaps and thematic maps resulting in improvement of data accuracy.
- Spearheaded the development and POC of a web-based GIS application for Blood Donor search for successful matches at City Hospital.
- Managed data, conducted analysis, and generated reports for healthcare intervention projects, contributing to improvement in project outcomes.
- Contributed to the creation of technical and marketing content, including success stories for newsletters, FICCI publications, and magazine articles.

PROJECT COORDINATOR | K.E.M HOSPITAL RESEARCH CENTRE Mar 2013 - Aug 2014 | Pune, IN

- Managed and coordinated field experiments, testing improved cookstoves.
- Captured data on indoor air pollution, achieving a 15% increase in experiment efficiency.
- Measured concentration levels of PM._{2.5} and carbon monoxide with an improved accuracy.

GIS RESEARCH FELLOW | K.E.M HOSPITAL RESEARCH CENTRE Mar 2010 - Mar 2013 | Pune, IN

- Conducted training and field coordination for GPS data acquisition to improve data accuracy
- Performed spatial analysis and map creation, enhancing visualization and interpretation efficiency
- Developed and piloted a WebGIS application for 3 HDSS sites across India and Africa.
- Authored competitive proposals, securing funding from international and national agencies.
- Published research/technical articles in peer-reviewed journals, contributing to industry recognition.

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Email:muralidharanveena@gmail.com

CERTIFICATIONS

Business Analysis with R: Business Science University, 2020

Data Science for Business with R: Business Science University, 2021

Data Science: IBM Certification,

2018

Epidemiologic Application of GIS: Johns Hopkins Univer-

sity,2012

Geosptial Analysis in Python:

Udemy, 2019

SOFTWARE SKILLS

Daily use:

Python • R Markdown • Stata • LaTex

Regular use:

HTML \ CSS• Python• RStudio • PostgreSQL • PostGIS

Occasional use:

JavaScript Tableau Excel Macros

TOOLS

•Git •Excel •QGIS •ArcGIS •Geoserver •Wordpress •Azure Notebooks •IBM Watson •Google Analytics and Colab

PUBLICATION

ENVIRONMENTAL HEALTH

European Respiratory Society, 2011: Spatial distribution of COPD in a rural population in India using geographic information system

IJERPH, 2015: Field testing of alternative cookstove performance in a rural setting of western India

ACHIEVEMENTS

GENESYS INTERNATIONAL CORPORATION LIMITED

May 2017 - Present | Mumbai, IN

 Developed competitive and winning bids for a prominent government survey and geospatial agency in the Middle East, securing a key project and contributing to organizational growth.

DEEPAK FOUNDATION

Aug 2014 - July 2016 | Vadodara, IN

- Developed a web-based GIS application for efficient access to blood donor information, enhancing hospital services.
- Won FICCI CSR Awards (2015-16) for an impactful outcome report on a program for rural women farmers, showcasing results through thematic maps.
- Established a centralized database system, enhancing healthcare data recording, management, and reporting on illness trends for improved decision-making.

K.E.M HOSPITAL RESEARCH CENTRE

Mar 2010 - Aug 2014 | Pune, IN

- Trained and managed a 50+ member team in successful field data acquisition using GPS technology.
- Mapped respiratory illness such as COPD incidences in rural areas, presenting impact analysis at the European Respiratory Society's annual conference.
- Executed and managed an experimental study on indoor air pollution, employing a linear regression model for data analysis, and published findings in a peer-reviewed journal with an impact factor of 2.4.

PROJECTS

LOCATION ANALYTICS FOR BUSINESS START-UPS | Github

Capstone Project | Dec 2018 | IBM Data Science Certification

•Webscraping using BeautifulSoup •Data visualization using Folium & Foursquare API •Machine Learning- K-means Clustering

FIELD TESTING OF ALTERNATIVE COOKSTOVE PERFORMANCE IN A RURAL SETTING OF WESTERN INDIA

Research Project | Dec 2013-Apr 2015 | K.E.M Hospital Research Centre

•Field Data Acquisition •Working knowledge of Indoor Air Monitors •Exploratory Analysis using SAS & R •Linear regression analysis

SPATIAL DISTRIBUTION OF COPD IN A RURAL POPULATION OF INDIA Research Project | Mar 2010-Sept 2011 | K.E.M Hospital Research Centre

•Field Data Acquisition •Buffer analysis using ArcGIS 9.3x & QGIS